

Conducting a Press Conference

☒ **Checklist**

Reason for the Press Conference

- ☐ A newsworthy story or breaking TB information with significant impact on your program area _____

- ☐ TB partnership launching a major new program or policy initiative, or is issuing a public statement about a “controversial” issue

- ☐ Key messages and information to be imparted _____

Schedule Press Conference Participants

Speakers

Potential Speaker's Name	Relationship to Subject	Contact Date	Confirmed Participation?	Topics Will Cover	Visuals Needed?	Reviewed guidelines, questions, and tips?

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☒ **Checklist (cont.)**

Moderator

Potential Moderator's Name	Relationship to Subject	Contact Date	Confirmed Participation?	Topics Will Cover	Visuals Needed?	Reviewed guidelines, questions, and tips?

Logistical contacts

Name		Phone	
Address		FAX	
		E-mail	
Name		Phone	
Address		FAX	
		E-mail	

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☒ **Checklist (cont.)**

Assemble the Necessary Materials

- Sign-up sheet (each attending journalist signs with their name, organization, e-mail, fax, phone, and address)
- Press kit that includes:
 - ☐ Press conference agenda
 - ☐ Press release or media advisory
 - ☐ List of the press conference speakers and moderator, including brief biographies
 - ☐ Fact sheets, graphs, a concise background on TB in your area, and concise information on your partnership's history, purpose, and major accomplishments
 - ☐ Executive summaries and full copies of any reports issued at the press conference
 - ☐ Written copies of speakers' presentations or at least their key points
- Visuals:
 - ☐ TB posters or banners
 - ☐ Displays that include pictures of the partnership and its work

Ensure That Journalists Attend / Follow-up and Follow-through

Journalist/Editor	Press Release Sent?	Confirmed Receipt?	Reminder Sent?	Attended?	Press Kit Sent?	Produced Coverage?	Thank you / Rebuttal Sent?